

## FULFILLING AN OBLIGATION TO YOUR PAC'S CONTRIBUTORS: DISCIPLINED SPENDING OF SOFT DOLLARS AND HARD-EARNED PAC DOLLARS

Attentive PAC professionals never stop analyzing the best uses of their limited PAC and soft dollars. This is especially true in light of the significant campaign finance reform passed by Congress in 2002. The session's discussion leader, Michael Davis, is admired for his disciplined and novel approach to evaluating and supporting candidates. In this session you will learn how to:

- Identify, invite, educate and nurture productive PAC board members;
- Establish an appropriate role for a PAC board and PAC leadership;
- Work with your board, or membership, to advance and support your organization's objectives;
- Establish an appropriate role for your lobbyists and senior management/leadership;
- Select worthy candidates with workable candidate-selection criteria;
- Say "no" to candidates;
- Place restrictions on the use of your PAC and treasury dollars;
- Leverage your limited PAC dollars;
- Support candidates beyond a PAC check; and
- Share your goals, successes and failures with your management and contributors.

Michael Davis  
VP, Political Affairs and PAC  
Indiana Chamber of Commerce

*New for 2007!*

## Nightly "Hospitality Receptions"

*New for 2007!*

## "Predicament Breakfasts" Meet Colleagues with Similar Challenges and Share Solutions

## MAXIMIZING YOUR INNOVATE TO MOTIVATE EXPERIENCE

The conference hosts – Amy Showalter, Tony Kramer and Peter Kennerdell – will give you a "jump start" to the meeting by providing you with a brief history and guiding principles of *Innovate to Motivate*, as well as an overview of the conference's upcoming sessions. Tailor the conference to your specific needs by hearing which concurrent workstормs are most relevant to your political involvement program. (We'll also explain the significance of the term "workstорм.")

*Special Not-For-Profit-Only Workstорм!*

## LEGAL QUICK START NOT-FOR-PROFIT ADVOCACY

Our not-for-profit guests have their own session to share their unique advocacy challenges. The open-exchange format of this session allows participants to uncover opportunities and identify obstacles that stand between not-for-profits and effective advocacy.

Judith L. Corley, Esq.  
Partner  
Perkins Coie L.L.P.



*New for 2007!*

## SHOW ME THE VALUE: MAKING THE BUSINESS CASE FOR POLITICAL INVOLVEMENT PROGRAMS

If you have a culture that is not as supportive of political involvement efforts as you'd like, you must attend this workshop! As political involvement professionals, we believe in the value of our work. However, our organizational leadership may not be as enlightened. We have a responsibility to champion our efforts, not just as cheerleaders, but also as political involvement professionals who are good stewards of organizational resources. In this workstорм, you will learn how to evaluate the value of various types of government relations programs from association memberships to external political action committee contributions.

Alan B. Smith  
Assistant VP, Government Relations  
Ohio Casualty Group

Neal Denton, CAE  
VP, Government Relations  
and Public Policy  
American Red Cross  
National Headquarters

*New for 2007!*

## BREAKFAST ROUNDTABLES: COMPARING PREDICAMENTS ... SHARING SOLUTIONS

What do Leonardo da Vinci, Albert Einstein and Frances Nam with Sodexo have in common? They're all brilliant! Frances Nam recommended this clever concept for the 2007 *Innovate to Motivate* breakfast session. We hope you'll join your colleagues and commiserate about how you deal with your common predicaments.

Table 1:	Securing Prior Approval
Table 2:	The Obstacles of Foreign Ownership
Table 3:	Operating on a Shoestring Budget
Table 4:	Highly Decentralized Employees or Membership
Table 5:	Conflicts with a Service Provider (vendor)
Table 6:	Conflicts with your Organization's Lobbyist(s)

*Keynote Address*

## TEAMWORK AT THE NEXT LEVEL: LEVERAGE YOUR ORGANIZATIONAL PRESENCE TO GET RESULTS

You're an expert at building relationships with the stakeholders who most affect your organization. How do you turn that expertise into results inside your organization? As you take on next level leadership roles, your success will depend on building your organizational presence by expanding your definition of teamwork.



In this provocative keynote presentation, author and Fortune 500 executive coach Scott Eblin will reveal the mistake that is cited 80 percent of the time as the reason promising leaders fail at the next level. Based on his own experience as an executive and the research he conducted for his book, *The Next Level: What Insiders Know About Executive Success*, Scott will share proven strategies and tactics for building your leadership presence within your organization. You will walk away with fresh ideas on how to:

- Look left and right as you lead to form powerful team relationships with peers and top execs;
- Take the outside-in perspective to build the influence and impact of you and your team; and
- Leverage the "big footprint" opportunities that come with being a member of the leadership team.

Featured on ABC News and in *Investor's Business Daily*, the *Washington Post* and *Government Leader*, Scott Eblin is a former Fortune 500 executive, with a coaching client list that runs the gamut from AOL to the World Bank. *Business Book Review* calls his book, *The Next Level*, a "fascinating read" that "is full of potentially career-saving advice." Scott holds a master's degree in public administration from Harvard University and is on the faculty of Georgetown University's leadership coaching program.

Scott Eblin  
President  
The Eblin Group

*New format for 2007!*

## INNOVATIVE TOOLS FOR PAC AND GRASSROOTS PROFESSIONALS: SESSIONS 1 AND 2

Our distinguished co-hosts have earned great respect for providing government relations professionals with a wide array of state-of-the-art products and services. In these two informal panel presentations, you will learn about cutting-edge PAC and grassroots applications and how they can meet your ever-evolving needs.

*New for 2007!*  
**The Hallmark of  
Innovate to Motivate:  
More of the Nation's Most  
Respected Speakers**

*New for 2007!*

## RUNNING FLAT OUT TO WHERE EXACTLY? GET BACK ON COURSE WITH A LIFE GPS®

Is your life becoming a blur of running flat out from meeting to meeting and conference call to conference call? Are email delivery chimes and a buzzing Blackberry a consistent part of the soundtrack of your life? Do you occasionally find yourself wondering how you got on such a fast track and if it's really leading in the right direction? If you answered yes to any of these questions, you could probably benefit from having your own Life GPS®.

In this interactive session, top executive coach Scott Eblin will help you create your own life goals planning system that, much like the global positioning system we're all familiar with, will give you a sense of where you are now, where you want to go and how to get there. As outlined in his book, *The Next Level: What Insiders Know About Executive Success*, the Life GPS® process will help you:

- Recognize how you are when you're really showing up at your best;
- Identify the simple routines that will make "at your best" performance more likely; and
- Clarify the goals and outcomes you would expect to see from consistently being at your best.

Hundreds of Scott's clients have found the Life GPS® to be an invaluable tool for charting and staying on course in a high-energy, high-demand world. Take an hour in this powerful session to strengthen the positive direction of your work and life.

Scott Eblin  
President  
The Eblin Group

*New for 2007!*

## BUILDING A BIG BANDWAGON: HOW PERSONAL BRANDING CAN TURBO-CHARGE YOUR CAREER

Oprah does it on TV; Barack Obama does it in the U.S. Senate. Bringing your unique approach to the marketplace of influence can help you get attention, attract new opportunities and spark momentum for your career. Join us for an insider's look at creating a personal brand. Vickie's fast-paced session and eye-opening exercises will leave you with a personalized approach to develop your brand. She will show you how to:



- Take advantage of the latest trends in personal branding;
- Package your "approach" to differentiate your contribution; and
- Create a point-of-view that gives clarity to what you are and what you do.

Vickie Sullivan  
President  
Sullivan Speaker Services, Inc.